MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

DBS5014 – BUSINESS MANAGEMENT

(All sections/Groups)

2 OCTOBER 2023
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 5 pages with 2 sections.

2. Attempt **ALL** questions in Section A and Section B. The distribution of the marks for each question is given.

3. Please write all your answers for Section A on the OMR form provided and all answers for Section B in the Answer Booklet provided.

SECTION A: Multiple Choice Questions (20 Marks)

1. Which one of the following is the first step in human resource management process?
   A. Recruitment.
   B. Selection.
   C. Human Resource Planning.
   D. Training.

2. Bloom Manufacturing Sdn Bhd has recently announced layoffs as a result of cost cutting measure. The employees can refer this issue to the _____ as it represents workers and seeks to protect their interests through collective bargaining.
   A. competitors
   B. labour union
   C. suppliers
   D. stakeholders

3. The information given in Table 1 represent the _____ of a Senior Social Media Executive.

• 2-3 years of experience in social media or a related role. • Familiarity with major social media platforms like TikTok, Instagram, Twitter, and Facebook. • Good writing and communication skills. • Basic understanding of social media analytics and tools.

Table 1

   A. job responsibilities
   B. job description
   C. job analysis
   D. job specifications

4. During the orientation, the new employee will be _____.
   A. introduced to his or her job and the organisation
   B. given hands-on simulations of part or all of the work
   C. bullied on the job
   D. asked to attend an interview session

5. The acronym 'VUCA' stands for _____.
   A. volunteer, unreliability, complexity, and ambiguity
   B. volatility, uncertainty, complexity, and ambitious
   C. volatility, uncertainty, complexity, and ambiguity
   D. volatility, unreliability, complexity, and ambiguity

Continued ...

6. Galaxy Production Sdn Bhd is about to introduce some changes in the organisation. The company has engaged an outside consultant for managing the change process. The consultant **MOST** likely will act as a _____.
   A. change magnet
   B. change agent
   C. change supervisor
   D. change executive

7. Following are the reasons why employees resist to change **EXCEPT** _____.
   A. uncertainty
   B. habit
   C. influence of others
   D. fear of loss

8. Arjun always looks relaxed, easy-going and he accepts changes easily. He is **MOST** likely known as _____ personality.
   A. Type A
   B. Type B
   C. Type C
   D. Type AB

9. Which of the following is **NOT** one of the elements of motivation?
   A. Discipline.
   B. Energy.
   C. Direction.
   D. Persistence.

10. According to Herzberg's Two-Factor Theory, the following are classified as hygiene factors **EXCEPT** _____.
   A. supervision
   B. salary
   C. growth
   D. working conditions

11. Herzberg's Two-Factor Theory suggests that the opposite of satisfaction is _____.
   A. dissatisfaction
   B. no satisfaction
   C. no dissatisfaction
   D. All the above answers are correct.

12. Which of the following is **NOT** one of the five core job dimensions?
   A. Skill variety.
   B. Task identity.
   C. Autonomy.
   D. Skill level.

Continued ...

13. Earlier leadership research was mainly focusing on the _____ of the leaders to differentiate leaders from non-leaders.
    A. dressing
    B. lifestyle
    C. appearance
    D. traits

14. The following are the most relevant contingency factors affecting leadership **EXCEPT**_____.
    A. follower's experience
    B. external environment
    C. organisational culture
    D. national culture

15. _____ power is the power a leader has to punish or control.
    A. Expert
    B. Legitimate
    C. Reward
    D. Coercive

16. One of the **MOST** predominant components of credibility is _____.
    A. status
    B. honesty
    C. character
    D. expertise

17. Encoding _____.
    A. is the medium a message travel along.
    B. is a purpose to be conveyed
    C. is about retranslating a sender's message
    D. is about converting a message into symbols

18. Assume that there is a background sound of machinery work while you are presenting to a potential client. In a communication process, the sound is considered as _____.
    A. noise
    B. feedback
    C. communication
    D. medium

Continued ...

19. In which one of the following cases has communication occurred?
    A. Jessi tells her manager that she needs a new laptop, but he says that the company can't afford it at the moment.
    B. Siti updates her blog regularly, even though no one reads it.
    C. Reshma attends all the Business Management lectures but is unable to understand the subject.
    D. Sofia has sent an urgent report to her counterpart in Mexico, but the Spanish translator is not available yet.

20. Gestures and facial expressions are examples of _____.
    A. verbal intonation
    B. jargon
    C. body language
    D. movement

(Total: 20 marks)

SECTION B: Structured Questions (80 Marks)

QUESTION 1

(a) Change is an organisational reality. List any **THREE (3)** external forces and **THREE (3)** internal forces for change. (6 marks)

(b) According to Kurt Lewin, successful change can be planned. What are the **THREE (3)** steps involved in the change process? (6 marks)

(c) State and briefly explain the **FOUR (4)** areas of change that managers usually focus on. (8 marks)

(Total: 20 marks)

Continued ...

QUESTION 2

(a) One of the well-known theories of motivation is probably Abraham Maslow's hierarchy of needs theory. Maslow was a psychologist who proposed that within every person is a hierarchy of five needs which are physiological, safety, social, esteem and self-actualisation needs. Briefly explain each of the **FIVE (5)** needs. (10 marks)

(b) Assume that your company has contingent workers. Suggest **THREE (3)** ways to motivate these employees. (6 marks)

(c) Define the following terms:

(i) Self-efficacy (2 marks)
(ii) Distributive justice (2 marks)

(Total: 20 marks)

QUESTION 3

(a) The University of Iowa Studies is one of the four main leader behaviour studies. According to the specific study, there are **THREE (3)** leadership styles. Briefly describe each of the leadership style. (9 marks)

(b) Define 'charismatic leader' and give any **TWO (2)** examples of charismatic leaders. (6 marks)

(c) List the **FIVE (5)** traits of a good follower. (5 marks)

(Total: 20 marks)

QUESTION 4

(a) State and describe the **FOUR (4)** functions of communication. (12 marks)

(b) What are the **FOUR (4)** skills that you should improve to become a better communicator? (4 marks)

(c) Explain the following terms:

(i) Formal communication (2 marks)
(ii) Informal communication (2 marks)

(Total: 20 marks)

End of Paper